



Modified PTO/SB/01 (10-01)
 Approved for use through 10/31/2002, OMB 0851-0032
 U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
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DECLARATION AND POWER OF ATTORNEY FOR UTILITY OR DESIGN PATENT APPLICATION (37 CFR 1.63) <input type="checkbox"/> Declaration Submitted with Initial Filing	OR	<input checked="" type="checkbox"/> Declaration Submitted after Initial Filing (surcharge (37 CFR 1.16 (e)) required)	Attorney Docket Number	Google-41 (GP-099-00-US)
			First Named Inventor	Ross KONINGSTEIN
			COMPLETE IF KNOWN	
			Application Number	10/750,451
			Filing Date	December 31, 2003
			Art Unit	2611
			Examiner Name	Not yet assigned

As the below named inventor, I hereby declare that:

My residence, mailing address, and citizenship are as stated below next to my name.

I believe I am the original and first inventor of the subject matter which is claimed and for which a patent is sought on the invention entitled:

SUGGESTING AND/OR PROVIDING TARGETING CRITERIA FOR ADVERTISEMENTS

(Title of the invention)

the specification of which

☐ is attached hereto

OR

☒ was filed on (MM/DD/YYYY) **December 31, 2003** as United States Application Number or PCT International

Application Number **10/750,451** and was amended on (MM/DD/YYYY) (if applicable).

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment specifically referred to above.

I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR 1.56, including for continuation-in-part applications, material information which became available between the filing date of the prior application and the national or PCT international filing date of the continuation-in-part application.

I hereby claim foreign priority benefits under 35 U.S.C. 119(a)-(d) or (f), or 385(b) of any foreign application(s) for patent, inventor's or plant breeder's rights certificate(s), or 365(a) of any PCT International application which designated at least one country other than the United States of America, listed below and have also identified below, by checking the box, any foreign application for patent, inventor's or plant breeder's rights certificate(s), or any PCT International application having a filing date before that of the application on which priority is claimed.

Prior Foreign Application Number(s)	Country	Foreign Filing Date (MM/DD/YYYY)	Priority Not Claimed	Certified Copy Attached?	
				YES	NO
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

☐ Additional foreign application numbers are listed on a supplemental priority data sheet PTO/SB/02B attached hereto:

[Page 1 of 4]

Burden Hour Statement: This form is estimated to take 21 minutes to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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DECLARATION AND POWER OF ATTORNEY
Utility or Design Patent Application

Power of Attorney:

As a named inventor, I hereby appoint:

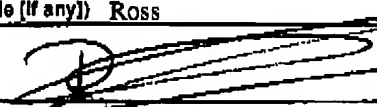
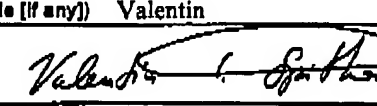
John C. Pokotylo (Reg. No. 36,242)
Michael P. Straub (Reg. No. 36,941)
Ronald P. Straub (Reg. No. 48,941)
Michelle Lee (Reg. No. 40,695)
Kulpreet Rana (Reg. No. 43,127)
Karl Sun (Reg. No. 45,143)
Amin Zoufonoun (Reg. No. 48,065)

as my attorneys to prosecute this application and to transact all business in the United States Patent and Trademark Office in connection therewith.

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DECLARATION AND POWER OF ATTORNEY Utility or Design Patent Application

Direct all correspondence to: <input checked="" type="checkbox"/>		Customer Number or Bar Code Label		26479		OR <input type="checkbox"/> Correspondence address below	
Name Straub & Pokotylo							
Address 620 Tinton Avenue, Bldg. B, 2nd Floor							
City Tinton Falls				State NJ		ZIP 07724-3260	
Country USA			Telephone (732) 542-9070			Fax (732) 542-9071	
I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.							
NAME OF SOLE OR FIRST INVENTOR:				<input type="checkbox"/> A petition has been filed for this unsigned inventor			
Given Name (first and middle [if any]) Ross				Family Name or Surname KONINGSTEIN			
Inventor's Signature 						Date 2004/6/14	
Residence: City Menlo Park			State CA		Country USA		Citizenship USA
Mailing Address 1028 Henderson Avenue							
City Menlo Park			State CA		ZIP 94025		Country USA
NAME OF SECOND INVENTOR:				<input type="checkbox"/> A petition has been filed for this unsigned inventor			
Given Name (first and middle [if any]) Valentin				Family Name or Surname Spitkovsky			
Inventor's Signature 						Date 2004/05/24	
Residence: City Sunnyvale			State CA		Country USA		Citizenship USA
Mailing Address 257 Arriba Drive, Apt. # 7							
City Sunnyvale			State CA		ZIP 94086		Country USA
<input checked="" type="checkbox"/> Additional inventors are being named on the <u>1</u> supplemental Additional Inventor(s) sheet(s) PTO/SB/02A attached hereto.							

Please type a plus sign (+) inside this box →


 Modified PTO/SB/02A (11-00)
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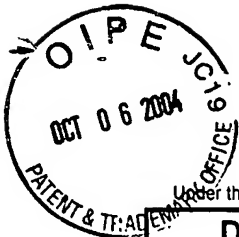
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DECLARATION AND POWER OF ATTORNEY	ADDITIONAL INVENTOR(S) Supplemental Sheet Page 4 of 4
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Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any])		Family Name or Surname	
Georges R.		HARIK	
Inventor's Signature		Date	
Residence: City Mountain View	State CA	Country USA	Citizenship USA
Mailing Address 950 High School Way, Apt. # 3135			
Mailing Address			
City Mountain View	State CA	ZIP 94041	Country USA
Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any])		Family Name or Surname	
Noam		SHAZEER	
Inventor's Signature		Date	
Residence: City Palo Alto	State CA	Country USA	Citizenship USA
Mailing Address 455 Forest Avenue, Apt. # 2			
Mailing Address			
City Palo Alto	State CA	ZIP 94301	Country USA
Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any])		Family Name or Surname	
Inventor's Signature		Date	
Residence: City	State	Country	Citizenship
Mailing Address			
Mailing Address			
City	State	ZIP	Country

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	Filing Date	December 31, 2003
	Art Unit	2611
	Examiner Name	Not yet assigned

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(Title of the Invention)

the specification of which

☐ is attached hereto

OR

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			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

☐ Additional foreign application numbers are listed on a supplemental priority data sheet PTO/SB/02B attached hereto:

[Page 1 of 4]

DECLARATION AND POWER OF ATTORNEY

Utility or Design Patent Application

Power of Attorney:

As a named inventor, I hereby appoint:

John C. Pokotylo (Reg. No. 36,242)
Michael P. Straub (Reg. No. 36,941)
Ronald P. Straub (Reg. No. 48,941)
Michelle Lee (Reg. No. 40,695)
Kulpreet Rana (Reg. No. 43,127)
Karl Sun (Reg. No. 45,143)
Amin Zoufonoun (Reg. No. 48,065)

as my attorneys to prosecute this application and to transact all business in the United States Patent and Trademark Office in connection therewith.

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DECLARATION AND POWER OF ATTORNEY Utility or Design Patent Application

Direct all correspondence to: ☒ Customer Number **26479** OR ☐ Correspondence address below
or Bar Code Label

Name **Straub & Pokotylo**

Address **620 Tinton Avenue, Bldg. B, 2nd Floor**

City **Tinton Falls**

State **NJ**

ZIP **07724-3260**

Country **USA**

Telephone **(732) 542-9070**

Fax **(732) 542-9071**

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

NAME OF SOLE OR FIRST INVENTOR:

☐ A petition has been filed for this unsigned inventor

Given Name
(first and middle [if any]) **Ross**

Family Name
or Surname **KONINGSTEIN**

Inventor's
Signature

Date

Residence: City **Menlo Park**

State **CA**

Country **USA**

Citizenship **USA**

Mailing Address **1028 Henderson Avenue**

City **Menlo Park**

State **CA**

ZIP **94025**

Country **USA**

NAME OF SECOND INVENTOR:

☐ A petition has been filed for this unsigned inventor

Given Name
(first and middle [if any]) **Valentin**

Family Name
or Surname **Spitkovsky**

Inventor's
Signature

Date

Residence: City **Sunnyvale**

State **CA**

Country **USA**

Citizenship **USA**

Mailing Address **257 Arriba Drive, Apt. # 7**

City **Sunnyvale**

State **CA**

ZIP **94086**

Country **USA**

☒ Additional inventors are being named on the ____1____ supplemental Additional Inventor(s) sheet(s) PTO/SB/02A attached hereto.



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ADDITIONAL INVENTOR(S)
Supplemental Sheet
Page 4 of 4

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**DECLARATION AND POWER OF
 ATTORNEY FOR UTILITY OR
 DESIGN
 PATENT APPLICATION
 (37 CFR 1.63)**



Declaration
 Submitted
 with Initial
 Filing

OR



Declaration
 Submitted after Initial
 Filing (surcharge
 (37 CFR 1.16 (e))
 required)

Attorney Docket Number

Google-41 (GP-099-00-US)

First Named Inventor

Ross KONINGSTEIN

COMPLETE IF KNOWN

Application Number

10/750,451

Filing Date

December 31, 2003

Art Unit

2611

Examiner Name

Not yet assigned

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			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Address **620 Tinton Avenue, Bldg. B, 2nd Floor**

City **Tinton Falls**

State **NJ**

ZIP **07724-3260**

Country **USA**

Telephone **(732) 542-9070**

Fax **(732) 542-9071**

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NAME OF SOLE OR FIRST INVENTOR:

☐ A petition has been filed for this unsigned inventor

Given Name
(first and middle [if any]) **Ross**

Family Name
or Surname **KONINGSTEIN**

Inventor's
Signature

Date

Residence: City **Menlo Park**

State **CA**

Country **USA**

Citizenship **USA**

Mailing Address **1028 Henderson Avenue**

City **Menlo Park**

State **CA**

ZIP **94025**

Country **USA**

NAME OF SECOND INVENTOR:

☐ A petition has been filed for this unsigned inventor

Given Name
(first and middle [if any]) **Valentin**

Family Name
or Surname **Spitkovsky**

Inventor's
Signature

Date

Residence: City **Sunnyvale**

State **CA**

Country **USA**

Citizenship **USA**

Mailing Address **257 Arriba Drive, Apt. # 7**

City **Sunnyvale**

State **CA**

ZIP **94086**

Country **USA**

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Please type a plus sign (+) inside this box



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ADDITIONAL INVENTOR(S)
Supplemental Sheet
Page 4 of 4

Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle (if any))		Family Name or Surname	
Georges R.		HARIK	
Inventor's Signature		Date	
Residence: City Mountain View	State CA	Country USA	Citizenship USA
Mailing Address 950 High School Way, Apt. # 3135			
Mailing Address			
City Mountain View	State CA	ZIP 94041	Country USA
Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle (if any))		Family Name or Surname	
Noam		SHAZEER	
Inventor's Signature <i>Noam Shazeer</i>		Date 8/23/04	
Residence: City Palo Alto	State CA	Country USA	Citizenship USA
Mailing Address 455 Forest Avenue, Apt. #2 4351 Miller Ave.			
Mailing Address			
City Palo Alto	State CA	ZIP 94306 94301	Country USA
Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle (if any))		Family Name or Surname	
Inventor's Signature		Date	
Residence: City	State	Country	Citizenship
Mailing Address			
Mailing Address			
City	State	ZIP	Country

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